Statistics Canada’s Experiences in Planning, Costing, Managing and Assessing Data Collection of Multi-Modes Social Surveys
François Laflamme (Statistics Canada)
francois.laflamme@canada.ca

Abstract
The main challenge of any statistical organization is to collect and produce high quality data in a cost effective manner. To that end, Statistics Canada has been consistently focused on identifying opportunities for strategic improvement in data collection approaches, as well as on innovative data collection methods which may be more aligned with current respondent communication preferences. To meet these requirements, the Agency has implemented new multi-mode collection strategies. While these changes were necessary, they have increased the complexity of the survey collection processes and the risk of not obtaining survey objectives. In fact, surveys post-mortem analysis have indicated that key survey planning assumptions were sometimes not aligned with the expected response rate or survey budget (or even both). In practice, both survey budget and survey response rate need to be based on realistic key planning assumptions in order to obtain and manage expected results. This paper describes Statistics Canada’s experiences in planning, costing, managing and assessing multi-mode surveys that have both Web and Computer-Assisted Telephone Interview (CATI), including the impact of differences between planned and observed key planning assumptions on survey results, budget and cost.